

Preparing Press Releases

The key to successful press releases is to issue only information that is newsworthy, timely and of genuine interest or value to the media's target market.

The 7 Basic Elements of a Press Release

FOR IMMEDIATE RELEASE: These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.

Contact Information: Skip a line or two after release statement and list the name, title, telephone & fax numbers and email of your company spokesperson.

Headline: Skip two lines after your contact information and use a boldface type.

Dateline: This should be the city your press release is issued from and the date you are mailing your release.

Lead Paragraph: The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as who, what, when, where, why.

Text: The main body of your press release, where your message should fully develop.

Recap: At the lower left hand corner of your last page restate your product's specifications, highlight a product release date.

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10 Tips to Ensure Your Press Release Make the News:

- 1) Make sure the information is newsworthy.
- 2) Tell the audience that the information is intended for them and why they should continue to read it.
- 3) Start with a brief description of the news, then distinguish who announced it, and not the other way around.
- 4) Ask yourself, "How are people going to relate to this and will they be able to connect?"
- 5) Make sure the first 10 words of your release are effective, as they are the most important.
- 6) Avoid excessive use of adjectives and fancy language.
- 7) Deal with the facts.
- 8) Provide as much Contact information as possible: Individual to Contact, address, phone, fax, e-mail, Web site address.
- 9) Make sure you wait until you have something with enough substance to issue a press release.
- 10) Make it as easy as possible for media representatives to do their jobs.

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SAMPLE

FOR IMMEDIATE RELEASE

Contact:

Name

Company

Address

Phone

Website

E-mail

Headline brief description of the issue

Quesnel, B.C. – October 19, 2005 – Content starting with lead paragraph.

The body should contain 3-5 additional paragraphs describing only relevant and interesting information regarding the subject. Try to include at least one quote.

For more information: website or

Contact: name

Phone: (###) ###-####

Email: **** @ ****

For More Information

Internet: <http://www.press-release-writing.com>

Books: Marketing for Dummies Pg. 185
Smart Marketing on a Small Budget Ch. 5

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